PUBLISHED WEEKLY • 13TH YEAR OF PUBLICATION

File copy
5/11/53

fashion calendar

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

1953

january

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

february

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

march

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

april

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

may

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24/31	25	26	27	28	29	30

june

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

july

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

august

S	M	T	W	T	F	S
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

september

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

october

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

november

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

december

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

1954

january

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24/31	25	26	27	28	29	30

february

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28						

march

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

april

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

1954

35 west 53rd street • new york 19 • circle 7-4447

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE

WEEK BEGINNING, MONDAY, MAY 11, 1953

Monday May 11 11:00 A.M. Brunch	FALL FABRIC PREVIEW AT NEW SHOWROOM	ALAMAC KNITTING MILLS	350 FIFTH AVENUE ROOM 4801

Alamac Knitting Mills' tenth anniversary press party, with a display of Fall fabrics at their new showroom. Trade showing, 3:00 P.M. to 6:00 P.M. By invitation. Publicity: Martin Stern, 60 E. 42nd St., VA. 6-0543.

Monday May 11 11:30 A.M. And 2:30 P.M.	"LOVE LETTER COTTONS" FASHION SHOW	B. ALTMAN & CO.	3RD FLOOR YOUNG COLONY SHOP

Showing of "Love Letter Cottons" for Summer at 11:30 A.M. and 2:30 P.M. Open to public. (Press show Thursday, May 7 at 9:15 A.M.) Publicity: Mr. Ferris Megarity, MU. 9-7000.

Monday May 11 12:15 P.M. Luncheon	COSMETICS' DIVISION LUNCHEON MEETING	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM

"How To Face Your Audience From One To A Million"--Speakers: Nancy Craig, star of The Nancy Craig Time, WABC-TV. Subject: "Facing A Million Via TV"; Philippe Halsman, photographer, world famous for his Life Magazine covers and for his book, "The Frenchman". Subject: "Makeup For Photography". Chairman of cosmetics' division: Kay Torrey. Price: $4.25 for members; $4.50 for guests (no limit on guests). Contact: The Fashion Group, CI. 7-3940. Publ.: Ruth Hammer Assoc., 2 W. 59th St., EL. 5-7108.

Monday May 11 1:00 P.M. Luncheon	DOG ACCESSORIES & LUGGAGE FASHIONS	MARK CROSS (5TH AVE. & 55TH ST.)	HOTEL PLAZA TERRACE ROOM

Mark Cross will present accessories for dogs, at the opening of their new Kennel Shop, along with a luggage collection for all kinds of traveling. Also, showing of bags, belts, scarves, etc. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Fashion Show Director, Publ., and Commentator: Mary Alice Rice, 39 W. 55th St., CI. 6-1790.

Monday May 11 4:00 P.M.	PRESS SHOWING OF FALL LINGERIE	KAYSER	500 FIFTH AVENUE SHOWROOM - 6TH FLOOR

Introduction of new line of girls' lingerie and preview of women's lingerie for Fall and Winter 1953, styled by Myrtle Mayfield. By invitation. Publ.: Helen Gardner, Cecil and Presbrey, 247 Park Avenue, MU. 8-1234.

Beginning Monday May 11- May 16	SHERBROOKE RAINWEAR AWARD-WINNING DESIGNS	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET

Exhibit of designs for all-weather coats, winners of the 1953 Sherbrooke Designs Award, in the competition conducted by Sherman Brothers for Traphagen students. Contact: Dorothy Tyroler, CO. 5-2077.

Monday May 11- May 16	ANNUAL NATIONAL COTTON WEEK	NATIONAL COTTON COUNCIL (40 WORTH STREET)	THROUGHOUT THE COUNTRY

Theme: "It's Cotton Time"--23rd Annual National Cotton Week. Contact: Roger Smith or Margot Herzog, WO. 4-2521.

COPYRIGHT, 1953, BY FASHION CALENDAR.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday May 12 10:30 A.M.	ISRAELI FASHION PRESENTATION	ZIONIST ORGANIZATION OF AMERICA (41 E. 42ND)	HOTEL McALPIN GRAND BALLROOM
	The Zionist Organization of America will present fashions from Israel to press and buyers. By invitation only. Contact: Edythe Prens, MU. 2-3205.		
Tuesday May 12 12:00 Noon Luncheon	JACQUES GRIFFE PREVIEW FOR MAGAZINE EDITORS	JACQUES GRIFFE -- GOTHÉ	SHERRY NETHERLAND PIZARRO ROOM
	Special collection of Jacques Griffe dresses, distributed exclusively by Gothé. For magazine editors only, by invitation. Publicity: Nona James, 20 W. 43rd St., CH. 4-7658.		
Tuesday May 12 12:30 P.M. Luncheon	SUMMER DRESSES BY FILCOL AT LUNCHEON	ARNOLD CONSTABLE	WALDORF-ASTORIA EMPIRE ROOM
	Arnold Constable will present Summer dresses by Filcol during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL.5-3000. Arnold Constable Publicity: Gloria Geis, MU. 5-2300. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.		
Tuesday May 12 2:30 P.M.	FASHION SHOW BY KENN BARR	RUSSEKS FIFTH AVENUE	7TH FLOOR
	Russeks will present fashions by Kenn Barr of Casino Sportswear. Press invited. Open to public. Publicity: Florence Lord, WI. 7-1900.		
Beginning Tuesday May 12- June 11	SHOWING OF FALL LINGERIE COLLECTION	SCHIAPARELLI LINGERIE	210 MADISON AVENUE SHOWROOM - 8TH FLOOR
	Schiaparelli will show their Fall lingerie collection on Tuesdays, Wednesdays and Thursdays at 10:00 A.M. and 2:00 P.M. Contact: Norienne Barrett, OR. 9-0192.		
Wednesday May 13 9:00 A.M. Breakfast	PREVIEW OF FALL & WINTER LINGERIE	THE WILLIAM CARTER CO.	100 PARK AVENUE SHOWROOM
	Press preview of lingerie for Fall and Winter, 1953, in junior and women's sizes. By invitation. Publicity: Lois Gifford, B.B.D. & O., 383 Madison Avenue, EL. 5-5800.		
Wednesday May 13 12:30 P.M. Luncheon	BENHAM ORIGINALS DURING LUNCHEON	GUNTHER JAECKEL	WALDORF-ASTORIA EMPIRE ROOM
	Gunther Jaeckel will present Benham Originals during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Benham Publicity: Donna Cannon, 104 E. 52nd St., PL. 3-7072. Gunther Jaeckel Publicity: Carole Paley, PL. 5-7000, Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.		
Wednesday May 13 12:30 P.M. Luncheon	FASHION SHOW AT BENEFIT LUNCHEON	LEADING DESIGNERS	HOTEL PIERRE BALLROOM
	Benefit fashion show for the Pride of Judea Children's Home. Dresses: Fred Greenberg. Coats & Suits: Donnybrook. Furs: K. Hartenstein. Lingerie: Mme. Adrienne. Bridal fashions by Bridal Creations. Coordinator: Lucille Meierfeld. Pierre Fashion Director: Nola Luxford, TE. 8-8000.		
Wednesday May 13 4:30 P.M. Cocktails	PRESS PREVIEW: TOWN & COUNTRY TWEEDS	SAKS FIFTH AVENUE	SAVOY-PLAZA HOTEL LE CHATEAU SUITE
	Saks Fifth Avenue will present a collection of Town & Country tweeds. By invitation only. Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday May 13 & May 27 6:30 P.M.	LECTURE ON FALL SILHOUETTES	SOCIETY OF NEW YORK DRESS DESIGNERS, INC.	BROOKLYN MUSEUM EASTERN PARKWAY
	Lecture by Michelle Murphy of the Brooklyn Museum on Fall silhouettes, trends and colors. Publicity: Belle Burke, 1457 Broadway, LA. 4-7950.		
Thursday May 14 10:30 A.M.& 2:30 P.M.	PREVIEW OF KNITTED SPORTSWEAR FOR FALL	GOLDWORM SPORTSWEAR CORP.	1410 BROADWAY SHOWROOM - 20TH FLOOR
	Goldworm Sportswear will invite the press and resident buyers to a preview of their Fall collection of knitted coats, dresses, suits, sportswear and sweaters. (Note Change of Date). By invitation. Publicity: Margaret Hodge, BR. 9-4824 or CH. 4-3692.		
Thursday May 14 11:00 A.M. Aperitif	PRESS PREVIEW: GIVENCHY'S COAT & SUIT COLLECTION	ESPERANTO (500 SEVENTH AVE.)	HOTEL PLAZA WHITE & GOLD SUITE
	Hubert de Givenchy and David Haft will invite the press to a private preview of the first American collection of Esperanto coats and suits for Fall and Winter. By invitation only. Publicity: Ruth Hammer Associates, 2 W. 59th St., EL. 5-7108.		
Thursday May 14 1:00 P.M. Luncheon	FASHION SHOW AT BENEFIT LUNCHEON	LEADING DESIGNERS	HOTEL PIERRE BALLROOM
	A special benefit showing of dresses by Fred Greenberg; coats and suits by Donnybrook; furs by Hartenstein; lingerie by Madame Adrienne; hats by Don Marshall; bridal gowns by Bridal Creations. Pierre Producer-Commentator: Nola Luxford, TE. 8-8000.		
Thursday May 14 3:30 P.M.- 6:00 P.M. Cocktails	NYLON CARPETING - 5 YEARS OF PROGRESS	NYE-WAIT CO.	295 FIFTH AVENUE SHOWROOMS
	Exhibit and demonstration for the press, to show progress of nylon carpeting since introduction five years ago. First hand-carved nylon rug on display, and nearly 100 other samples, in wide variety of designs and unlimited color range. Demonstrations on hand-carving process and easy care of nylon. By invitation. Contact: Frank T. Dunn, MU. 4-6970.		
Thursday May 14 4:00 P.M. Champagne	PRESS PREVIEW OF FALL COLLECTION	CO-ORDINATE SPORTSWEAR	1384 BROADWAY SHOWROOM - 21ST FLOOR
	Press showing of the Fall collection, designed by Harry Rutenberg. By invitation. Publicity: Sue Gardner, 98 Riverside Drive, TR. 7-4952.		
Thursday May 14 5:00 P.M. Cocktails	PRESS PREVIEW OF CASTILLO COLLECTION	FRED GREENBERG DRESS CO.	550 SEVENTH AVENUE SHOWROOM
	Preview of Fall collection, designed by Castillo for Fred Greenberg, including suits, dresses, cocktail and evening fashions. By invitation only. Publicity: Mary Armstrong at Fred Greenberg, LO. 4-5820.		
May 16	NATIONAL LUGGAGE WEEK. Contact: Betty Fryman, 220 5th, LE. 2-3960.		
Monday May 18 3:00 P.M. Cocktails	PRESS PREVIEW: FALL BLOUSES & SEPARATES	OPERA BLOUSE	525 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
	"Tops-In-Tops (And Go-Togethers, Too)"--press preview of Autumn and Winter collection of blouses and separates, introducing a new transition group for Summer-into-Fall. Cocktails will follow show. For resident buyers, Tues., May 19 & Wed., May 20 at 9:30 A.M. (breakfast) and 2:30 P.M. (show followed by coffee). For trade, Tues., June 2-June 25, with special showings daily at 3:00 P.M. Contact: Henrietta Greene at Opera Blouse, WI.7-3737.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday May 18 4:00 P.M.	PREVIEW OF FALL BRIDAL COLLECTION	FINK BROS., INC.	525 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
	"New Italian Look"--highlighting Fall collection of wedding gowns, created by designer Mrs. Frances Duehren. By invitation only. Trade showings Tuesday, May 19 and Wednesday, May 20 at 4:00 P.M. Publicity: Terry Quimby, 152 E. 61st St., TE. 8-0671.		
Tuesday May 19 9:00 A.M. Breakfast	PREVIEW: BACK-TO-SCHOOL AND FALL COLLECTION	MASKET BROS. SPORTSWEAR	498 SEVENTH AVENUE SHOWROOM
	"Dorm to Dusk" -- showing to press and buyers of Pembroke Squire's back-to-school and Fall collection of separates and coordinates. By invitation. Contact: Bernard Masket, BR. 9-7160.		
Tuesday May 19 10:30 A.M.	PRESS PREVIEW: KNITWEAR BY BONNIE CASHIN	JOSEPH GUTTMAN	1407 BROADWAY SHOWROOM-16TH FLOOR
	Joseph Guttman will present the Fall collection of knitwear, designed by Bonnie Cashin. By invitation. Publ.: Donna Cannon, PL. 3-7072.		
Tuesday May 19 12:00 Noon Luncheon	PREVIEW: FALL SUITS & COATS	THE HOUSE OF SWANSDOWN (500 SEVENTH AVENUE)	BARBIZON-PLAZA HOTEL 101 WEST 58TH STREET
	The House of Swansdown presents "Stop, Look & Look", a collection of Fall coats and suits. Luncheon at 12:00 Noon in Barbizon Room. Fashion Show in Barbizon Theatre, promptly at 1:00 P.M. By invitation only. Publ.: Ruth Hammer Associates, 2 W. 59th Street, EL. 5-7108.		
Tuesday May 19 12:30 P.M. Luncheon	SUMMER DRESSES BY MISS AMERICA AT LUNCHEON	ARNOLD CONSTABLE	WALDORF-ASTORIA EMPIRE ROOM
	Presentation of Miss America Summer dresses from Arnold Constable. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Arnold Constable Publicity: Gloria Geis, MU. 5-2300. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.		
Tuesday May 19 1:00 P.M. Luncheon	FASHIONS AT BENEFIT LUNCHEON	PHYSICIANS' WIVES LEAGUE	WALDORF-ASTORIA STARLIGHT ROOF
	Leading designers will present Summer fashions at a benefit luncheon. Designers include: Elfreda Fox, Pierre Balmain, Jacques Fath, Joseph Halpert, Wilma Gowns, Benham Originals, Mademoiselle G. Sportswear, Evins Shoes, Morgenstein & Hammer Furs, Bermuda Knitwear, Miss Sophie Hats. Price: $6.00. Contact: Mrs. Jack Levine, CY. 4-5992. Fashion Dir.: Miss Steve Radow, 405 E. 54th St., PL. 3-2149.		
Tuesday May 19 3:00 P.M.	PRESS PREVIEW: FURS BY ALICE OROVAN	S. GLUCK & CO.	352 SEVENTH AVENUE SHOWROOM-15TH FLOOR
	Preview of Fall furs, designed by Alice Orovan for S. Gluck. By invitation only. Contact: LA. 4-8959.		
Tuesday May 19 3:30 P.M.& 9:00 P.M.	ANNUAL FASHION SHOW BY COSTUME DESIGN STUDENTS	PARSONS SCHOOL OF DESIGN	HOTEL PLAZA BALLROOM
	Presentation of students' work in the Costume Design Department at Parsons School. Showing at 3:30 P.M., admission $1.00. Showing at 9:00 P.M., admission $2.00. For tickets, contact: Parsons School of Design, 136 E. 57th St., PL. 8-2943.		
Beginning Tuesday May 19	OPENING OF FALL SPORTSWEAR COLLECTION	GORDON PETERS, INC.	1400 BROADWAY SHOWROOM-12TH FLOOR
	Opening of Fall collection of separates. Contact: BR. 9-3783.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday May 20- May 21 9:00 A.M.	PRESS PREVIEW: COLLEGE AND CAREER FASHIONS	NELLY de GRAB	533 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
	New "Snowdrift" collection of separates and spectator casuals for College and Career. By invitation. Contact: Sidney Dee Bloeme, JU. 6-4490.		
Wednesday May 20 12:00 Noon Cocktails-Luncheon	"SUN GLAMORAMA" FASHION SHOW	L. J. HOUZE CONVEX GLASS COMPANY	HOTEL PLAZA TERRACE ROOM
	Annual press conference and fashion show, sponsored by L. J. Houze Convex Glass Co. (Point Marion, Pa.) for the sunglass industry. More than twelve leading national sunglass manufacturers will present their 1953 styles for Summer. Introduction to National Sunglass Week, May 25 to 30. By invitation. Publ.: Gar Schmitt, S.S. Tyndall Assoc., 50 E. 42 St., MU. 2-3558.		
Wednesday May 20 12:30 P.M. Luncheon	PREVIEW OF FALL COLLECTION	TUDOR SQUARE SPORTSWEAR, INC.	1407 BROADWAY SHOWROOM-11TH FLOOR
	Preview of Fall collection, designed by Lorraine Budny, to the press and buying offices. By invitation. Publ.: The Miles, 58 W. 40th St.,LO.4-5150.		
Beginning Wednesday May 20	OPENING OF FALL COLLECTION	MIKE POMERANTZ, INC.	512 SEVENTH AVENUE SHOWROOM-11TH FLOOR
	Premiere collection of petite suits and sportswear, designed by Alfred Perrone, with continuous showings daily. Publicity: Ken R. Williams, 160 Columbia Heights, UL. 5-3175.		
Thursday May 21 1:00 P.M. Luncheon	BRIGANCE OF SPORTSMAKER SUMMER FASHION SHOW	SPORTSMAKER, INC. (498 SEVENTH AVE.)	HOTEL PLAZA TERRACE ROOM
	Brigance's Summer playclothes, separates and dresses, available at Lord & Taylor, will be presented during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Brigance Contact: Julie Isles, LO. 3-1534. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
May 24- May 30	NATIONAL SECRETARIES' WEEK--NATIONAL SECRETARIES' WEEK COUNCIL. Contact: Joseph A. Dougherty at Young & Rubicam,285 Madison Av.,MU.9-5000.		
Tuesday May 26 9:30 A.M. Breakfast	PRESS PREVIEW OF FALL COLLECTION	ARLE, INC.	1407 CLUB 1407 BROADWAY
	Arle, Inc. will present their Fall collection of blouses, skirts, separates and coordinates designed by Mary Blair. By invitation only. Daily showings thereafter in their new showrooms at 491 Seventh Avenue, 24th floor. Publicity: Mildred Kaldor, 347 5th Ave., MU. 9-5420.		
Tuesday May 26 10:30 A.M.	PREVIEW OF FALL COATS AND SUITS	SEYMOUR FOX	512 SEVENTH AVENUE SHOWROOM-34TH FLOOR
	Preview of Seymour Fox's Fall coat and suit collection. By invitation only. Publicity: Ann R. Silver Assoc., 551 5th Ave., MU. 7-8654.		
Tuesday May 26 12:00 Noon Luncheon	PRESS & TRADE PREVIEW OF SEPARATES	CIRO-GLAMOUR SEPARATES	530 SEVENTH AVENUE SHOWROOM
	Preview of after-5 separates for Fall by Ciro-Glamour. By invitation. Publicity: Mildred Kaldor, 347 5th Ave., MU. 9-5420.		
Tuesday May 26 4:00 P.M. Cocktails	PRESS PREVIEW OF FALL COLLECTION	GRABOIS	498 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
	Press showing of Grabois' Fall collection of afternoon dresses, suits and cocktail gowns, designed by Zelma Golden. By invitation only. Publicity: Gladys Steiner at Lester Harrison, Inc., 341 Madison Ave.,MU.9-1630.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday May 26 4:30 P.M. Cocktails	"THE EMPEROR'S LADY" BOOK FASHION SHOW	THOMAS Y. CROWELL CO.& THE LITERARY GUILD	SHERRY NETHERLAND CHANTECLAIR ROOM
	Fashion show launching "The Emperor's Lady", published by Thomas Y. Crowell Co., showing Empire trends in current fashions by: Carolyn Schnurer, Rappi of Junior Formals, Main Street Fashions, Maria Krum, Seymour Fox; scarves and stoles--Glentex and Glen Modes; shoes--Capezio and Mademoiselle; hats--John Frederics; jewelry--Coro; belts--Ben King; make-up and coiffures--Helena Rubinstein. By invitation only. Contact: Jay Tower, MU. 8-5300 or Barbara Emerson, OR. 9-0630. Fashion Coordinator: Helen Galland, MU. 3-0458.		
Wednesday May 27 9:30 A.M. Breakfast	FALL COLLECTION BY ALAN PHILLIPS	LENTZ DIMINUTIVES (533 SEVENTH AVENUE)	HAMPSHIRE HOUSE THE COTTAGE
	Lentz Diminutives will present a preview of their Fall collection designed by Alan Phillips. Showing at 10:00 A.M. By invitation only. Publicity: Donna Cannon, 104 E. 52nd St., PL. 3-7072.		
Wednesday May 27 12:00 Noon Buffet	FALL SPORTSWEAR FOR RESIDENT BUYERS	HAYMAKER SPORTSWEAR	498 SEVENTH AVENUE SHOWROOM-23RD FLOOR
	Showing of Haymaker's separates, blouses, skirts and shirts at a preview for resident buyers. Trade showings beginning Tuesday, June 2. By invitation only. Publicity: Terry Mayer, BR. 9-6560.		
Wednesday May 27 12:30 P.M. Luncheon	"SEA BREEZE" LUNCHEON FASHION SHOW	ARNOLD CONSTABLE	WALDORF-ASTORIA EMPIRE ROOM
	Arnold Constable will present Summer fashions, featuring a special "gin and tonic" color promotion. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Arnold Constable Publicity: Gloria Geis, MU. 5-2300. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.		
Wednesday May 27 4:00 P.M.	PREVIEW OF FALL COLLECTION	HANNAH TROY	530 SEVENTH AVENUE SHOWROOM-2ND FLOOR
	Preview of Hannah Troy's Fall collection. By invitation. Publicity: Gladys Steiner at Lester Harrison, Inc., 341 Madison Ave., MU. 9-1630.		
Thursday May 28 11:00 A.M.	PREVIEW OF FALL BENHAM ORIGINALS	BENDER & HAMBURGER	498 SEVENTH AVENUE SHOWROOM-8TH FLOOR
	Preview of Benham Originals for Fall. By invitation. Trade showings beginning Thursday, June 4. Publ.: Donna Cannon, PL. 3-7072.		
Thursday May 28 12:00 Noon Luncheon	PRESS PREVIEW: FALL DRESS COLLECTION	CARLYE DRESS CO.	1451 BROADWAY SHOWROOM-5TH FLOOR
	Carlye will present their Fall dress collection to the press. By invitation only. Publicity: Ruth Hammer Assoc., 2 W. 59th St., EL. 5-7108.		
Thursday May 28 2:30 P.M.	FALL PREVIEW FOR RESIDENT BUYERS	DAVID CRYSTAL	498 SEVENTH AVENUE SHOWROOM-23RD FLOOR
	Preview for resident buyers of David Crystal's dresses for Fall. Press and trade by invitation only. Trade showings, beginning Tuesday, June 2, at 10:30 A.M. and 2:30 P.M. Publicity: Terry Mayer, BR. 9-6560.		
Thursday May 28 3:00 P.M. Cocktails	PREVIEW OF FALL DRESS COLLECTION	DONALD DRESS, INC.	530 SEVENTH AVENUE SHOWROOM
	Donald Dress will preview their Fall line at a cocktail party. By invitation only. Trade showings, beginning Monday, June 1. Contact: LO.5-0525.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Monday June 1 9:00 A.M.	OPENING OF FALL COLLECTION	SCARVES BY VERA	417 FIFTH AVENUE SHOWROOM - 4TH FLOOR
	Showing of new Vera originals in silk, cotton, corduroy, wool, velvet. Ties, scarves and neckwear accessories. For trade only. Contact: OR.9-3026. Publicity: Florence Brobeck, 444 E. 52nd St., MU. 8-8197.		
Monday June 1 2:30 P.M.	FALL COATS AND SUITS DESIGNED BY BRIGANCE	FRANK GALLANT, INC.	205 WEST 39TH STREET SHOWROOM - 5TH FLOOR
	Press preview of Fall coat and suit collection, designed by Brigance for Frank Gallant. By invitation only. Showing for resident buyers on Tues., June 2, at 2:30 P.M. Beginning Wed., June 3, at 11:00 A.M., trade showings of Frank Gallant collection, including Brigance group. Contact: Herbert Gallant, LA. 4-7286.		
Monday June 1 3:30 P.M. Tea	PREVIEW OF FALL AND BACK-TO-SCHOOL RAINCOATS	TOWN CREATIONS	1407 CLUB 1407 BROADWAY
	"Tea Party in the Rain"--showing of Fall and back-to-school rainwear, designed by Helen Van Vliet for Town Creations. Showing at 4:00 P.M. By invitation. Publicity: Mildred Kaldor, 347 5th Ave., MU. 9-5420.		
Beginning Monday June 1	OPENING OF FALL COLLECTION	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
	Opening of Originala Fall coat collection. By appointment only. Contact: BR. 9-8988.		
Monday June 1- June 18	OPENING OF FALL COUTURIER COLLECTION	EDITH SMALL OF CALIFORNIA	HOTEL GOTHAM SUITE 1509
	Continuous showings of Edith Small Originals, couturier designed dresses, evening gowns and suits. By appointment only. Contact: Aileen Platt of Barkann & Platt, 19 E. 88th St., TR. 6-1354.		
Tuesday June 2- June 4 8:30 A.M.	PRIVATE PREVIEWS OF FALL COLLECTION	CAROLYN SCHNURER	1410 BROADWAY SHOWROOM - 23RD FLOOR
	Private breakfast previews of Carolyn Schnurer's Fall collection at 8:30 A.M. By invitation only. Beginning Friday, June 5, box luncheons for the trade at 12:00 Noon, followed by showings at 12:30 P.M. daily. Contact: Lee Weber, at Carolyn Schnurer, CH. 4-4587.		
Tuesday June 2 8:45 A.M.- 2:00 P.M.	ANNUAL FALL FASHION CLINIC	PARENTS' MAGAZINE (52 VANDERBILT AVE.)	HOTEL ASTOR GRAND BALLROOM
	Fall Fashion Clinic by "Parents" Magazine for retail buyers, resident buying offices, and advertising agencies, presenting Fall and Winter fashions. Contact: Monroe B. Michels, Promotion Manager, MU. 5-4400.		
Tuesday June 2 9:00 A.M.	FALL FASHIONS FROM AUGUST ISSUE	SEVENTEEN MAGAZINE	PARIS THEATRE 4 WEST 58TH STREET
	"Seventeen" presents Fall fashions from the August issue. By ticket only, for promotional tie-in stores. Contact: Frances Hodges, Merchandise Director, PL. 9-8100.		
Tuesday June 2 9:30 A.M. And 2:30 P.M.	SEVENTEENTH ANNUAL COLLEGE CLINIC	MADEMOISELLE	HOTEL ROOSEVELT BALLROOM
	"Mademoiselle's" preview of back-to-school fashions from the August College issue. By invitation only, for Mademoiselle's official tie-in stores. Contact: Joan Herndon, Special Projects Dept., PL. 9-2080.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday June 2 10:30 A.M.	PRESS PREVIEW OF FALL COLLECTION	CHRISTIAN DIOR-NEW YORK, INC.	730 FIFTH AVENUE SALON-7TH FLOOR
	Press showing of the Christian Dior-New York 1953 Fall and Winter collection at 10:30 A.M. Trade showings at 2:30 P.M. on June 2, 4, 5, and 8. Admission by invitation only.		
Tuesday June 2 10:30 A.M.	PRESS PREVIEW: FALL COLLECTION	del MAR	498 SEVENTH AVENUE SHOWROOM-6TH FLOOR
	"Mood for Fall"--collection by del Mar of coordinates and dresses. By invitation only, for press and N.Y. resident buying offices. Publicity: Ken R. Williams, 160 Columbia Heights, UL. 5-3175.		
Tuesday June 2 11:45 A.M.	PREVIEW: FALL & WINTER COATS AND SUITS	WILL NEMEROV, INC.	550 SEVENTH AVENUE SHOWROOM-2ND FLOOR
	Press preview of Fall and Winter collection of Willi coats and suits. By invitation only. Publ.: Rasponi Associates, 667 Madison Ave., TE.8-8171.		
Beginning Tuesday June 2 2:30 P.M.	OPENING OF FALL COLLECTION	CLAIRE McCARDELL (TOWNLEY FROCKS)	550 SEVENTH AVENUE SHOWROOM-6TH FLOOR
	Presentation of Claire McCardell's Fall collection at 2:30 P.M. daily. Contact: LO. 4-2155.		
Beginning Tuesday June 2 2:30 P.M.	SHOWING OF FALL COLLECTION	JOSEPH HALPERT, INC.	530 SEVENTH AVENUE SHOWROOM-24TH FLOOR
	Showing of the Joseph Halpert Fall collection of dresses, coats, suits and skirts designed in America by Jacques Fath will be shown at 2:30 P.M. daily beginning Tuesday, June 2. By invitation only. Contact: Yvette Moxley at Joseph Halpert, WI. 7-7400.		
Tuesday June 2 4:00 P.M. Cocktails	PRESS PREVIEW OF FALL COLLECTION	LOTTE OF DREWYN	1400 BROADWAY SHOWROOM-16TH FLOOR
	Lotte of Drewyn presents her new collection of Spectator Casuals for Career and Town, 1953-54, to press and trade. By invitation. Contact: Sidney Dee Bloeme, 35 W. 53rd Street, JU. 6-4490.		
June 2	CORONATION DAY IN WESTMINSTER ABBEY--QUEEN ELIZABETH II OF GREAT BRITAIN.		

OPENING OF FALL COLLECTIONS BY THE SPORTSWEAR GUILD

TUESDAY, JUNE 2			
Kane-Weill	10:30 A.M. & 2:30 P.M. daily . . . . (Beginning June 4, 10:30 A.M. only)	498 7th,	LO. 5-3041
Sport-Craft, Inc. . .	2:30 P.M. daily	550 7th,	LA. 4-9724
WEDNESDAY, JUNE 3			
Davidow	10:30 A.M. daily	550 7th,	PE. 6-6909
David M. Goodstein .	10:30 A.M. & 2:30 P.M. daily . . . . (Beginning June 8, 10:30 A.M. only)	550 7th,	LA. 4-2577
THURSDAY, JUNE 4			
Zoltan Rosenberg . .	2:30 P.M. by appointment	550 7th,	LA. 4-6691
TUESDAY, JUNE 9			
Adler & Adler, Inc.,	10:30 A.M. daily	550 7th,	BR. 9-9600
Star-Maid Dresses . .	10:30 A.M. & 2:30 P.M. daily	498 7th,	PE. 6-0444

DATE	WHAT'S GOING ON	GIVEN BY	WHERE

FALL OPENINGS: MEMBERS OF FASHION ORIGINATORS GUILD OF AMERICA (FOGA)

TUESDAY, JUNE 2		
Horwitz & Duberman, Inc.	10:30 A.M. & 3:00 P.M.	498 7th, LO. 4-1860
J L F Original, Inc.	10:30 A.M. & 2:30 P.M.	1372 B'way, WI. 7-3200
International Dress Co.	2:00 P.M.; thereafter 10:30 A.M. & 2:00 P.M.	1400 B'Way, LA. 4-7100
Joseph Halpert, Inc.	2:30 P.M., By Appointment.	530 7th, WI. 7-7400
Paul Parnes Corp.	2:30 P.M.	498 7th, CH. 4-4600
WEDNESDAY, JUNE 3		
Hannah Troy, Inc.	1:00 P.M.	530 7th, LO. 3-0988
Larry L. Aldrich Co., Inc.	2:30 P.M., By Appointment.	530 7th, CH. 4-1872
THURSDAY, JUNE 4		
David Levine Co.	10:30 A.M. & 2:30 P.M.	530 7th, LA. 4-0237
Grabois	1:15 P.M. & 4:00 P.M.	498 7th, CH. 4-2767
Ben Barrack, Inc.	Continuous showings	533 7th, LO. 4-3923
FRIDAY, JUNE 5		
Fred Greenberg Dress Co.	10:30 A.M. & 2:30 P.M. Followed by Castillo collection	550 7th, LO. 4-5820
TUESDAY, JUNE 9		
Elfreda-Fox, Inc.	1:00 P.M.	498 7th, CH. 4-2659
Frank Starr, Inc.	1:00 P.M. & 4:00 P.M.(1st wk.)	530 7th, LA. 4-7690
Hansen Bang, Inc.	2:30 P.M.	498 7th, BR. 9-4020
Rudolf Gowns	4:00 P.M.	530 7th, WI. 7-6865
Martin Simon, Inc.	Continuous showings.	498 7th, LA. 4-2877
WEDNESDAY, JUNE 10		
Suzanne-Augustine, Inc.	2:30 P.M.	1 W. 47th, PL. 7-3465
DATES NOT SCHEDULED (Will Be Listed Next Week)		
Capri Frocks, Inc.		1372 B'way, WI. 7-7430
Ed Gerrick, Inc.		550 7th, LO. 4-1820
A. Goodman & Co., Inc.		530 7th, WI. 7-4077
Nat Kaplan, Inc.		498 7th, LO. 5-4115
Ben Reig, Inc.		498 7th, CH. 4-1542
Herbert Sondheim, Inc.		530 7th, LA. 4-7540
Talmack, Inc.		530 7th, BR. 9-1195

Contact: Leonard Gendler, executive secretary, CH. 4-6945.

Wednesday June 3 9:30 A.M. Breakfast	PRESS PREVIEW OF FALL COLLECTION	PLATTRY COUNTRY WEAR	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR

Plattry Country Wear will present their Fall collection of sportswear and separates for college and career, designed by Greta Plattry. For press and resident buyers, by invitation. Publicity: Margaret Hodge, PE.6-8680.

Wednesday June 3 3:45 P.M. Cocktails	PREVIEW OF FALL COATS & SUITS	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR

Preview of Fall coat and suit collection of Arthur Jablow Originals. Cocktails will follow showing. By invitation only. Daily trade showings thereafter at 10:30 A.M. and 2:00 P.M. Publ.: Rose Hilton, 475 5th, MU. 5-5133.

Thursday June 4 9:00 A.M.	FALL FASHIONS FROM SEPTEMBER ISSUE	SEVENTEEN MAGAZINE	PARIS THEATRE 4 WEST 58TH STREET

"Seventeen" presents Fall fashions from the September issue. By ticket only for promotional tie-in stores. Contact: Frances Hodges, Merchandise Director: PL. 9-8100.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday June 4 11:30 A.M.	PREVIEW: FALL COAT & SUIT COLLECTION	LETO, COHN & LO BALBO	512 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
	Leto, Cohn & Lo Balbo will present their Fall coat and suit collection to the press. By invitation. Trade showings at 11:45 A.M., beginning Tuesday, June 9. Publicity: Mildred Kaldor, 347 5th Ave., MU. 9-5420.		
Thursday June 4 2:30 P.M.	BRIGANCE OF SPORTSMAKER FALL PRESS PREVIEW	SPORTSMAKER, INC.	498 SEVENTH AVENUE SHOWROOM - 6TH FL.
	Press preview of Sportsmaker's Fall collection of blouses, separates and dresses, designed by Brigance. By invitation. Trade showings beginning Monday, June 8, at 2:30 P.M. daily. Contact: Julie Isles at Sportsmaker, LO. 3-1534.		
Beginning Thursday June 4 4:00 P.M.	OPENING OF FALL COLLECTION	HARMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FL.
	Harmay will present their Fall collection of dresses, suits and costumes. Publicity: Pauline Greene, 10 E. 39th St., MU. 5-3164.		
Thursday June 4 4:00 P.M. Cocktails	PREVIEW OF FALL COLLECTION	CASINO CLASSICS, INC.	134 WEST 37TH STREET SHOWROOM-5TH FLOOR
	Casino will invite the press and resident buyers for a preview of their Fall collection of blouses and separates, designed by Sylvia de Gay and Kenn Barr. By invitation only. Publicity: Margaret Hodge, CH. 4-0823 or BR. 9-4824.		
Beginning Thursday June 4- June 26	PREVIEW OF FALL FASHIONS	CHARM MAGAZINE (575 MADISON AVENUE)	1384 BROADWAY -CHARM SHOWROOM - 20TH FLOOR
	Charm Magazine previews Fall fashions for working women from the August-September "Best Dressed Woman in the World" issues. Featured is a promotion and display blueprint. Showings at 9:00 A.M. and 3:00 P.M. for store buyers, merchandise managers, display directors, promotion executives and buying offices. For appointment, contact: Charm Promotion Dept., PL. 9-2080.		
Friday June 5 10:00 A.M.	PREVIEW OF FALL DRESSES & ENSEMBLES	BLUMENSTEIN, ROSS & LENTZ	530 SEVENTH AVENUE SHOWROOM - 27TH FL.
	Press preview of Branell dresses and ensembles for Fall. By invitation. Trade showings, beginning Tuesday, June 9, at 2:30 P.M. daily. Publicity: Mildred Kaldor, 347 Fifth Ave., MU. 9-5420.		
Friday June 5 11:00 A.M.	PRESS PREVIEW OF FALL COLLECTION	B. H. WRAGGE	550 SEVENTH AVENUE SHOWROOM
	Presentation of B. H. Wragge's collection for Fall. By invitation only. Publicity: Molly Porter of B.H. Wragge, WI. 7-4968.		
Friday June 5 11:00 A.M.	PRESS PREVIEW OF FALL COLLECTION	ARNOLD & FOX	530 SEVENTH AVENUE SHOWROOM-10TH FLOOR
	Dresses and suits for Fall, designed by Billy Gordon. By invitation. Publicity: Pauline Greene, 10 E. 39th St., MU. 5-3164.		
Monday June 8 11:00 A.M.	PREVIEW: FALL-WINTER FUR COLLECTION	FREDRICA FURS	345 SEVENTH AVENUE SHOWROOM-16TH FLOOR
	Fredrica Furs (Arthur Schwartz, designer), Fall and Winter custom fur collection at press showing. By invitation. Daily trade showings, beginning Tuesday, June 9 at 10:00 A.M. By appointment. Publ.: Elsie Walsh at Fredrica, CH. 4-8685.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday June 9 10:30 A.M.	PREVIEW OF FALL COLLECTION	MARTINI DESIGNED, INC.	498 SEVENTH AVENUE SHOWROOM
	Sylvan Rich will present a press and trade showing of Martini Designed fashions for Fall. By invitation. Trade showings daily thereafter at 10:30 A.M. Publicity: Mildred Kaldor, 347 5th Ave., MU. 9-5420.		
Tuesday June 9 11:00 A.M.	PRESS PREVIEW OF FALL SEPARATES	DOROTHY DICKERSON (19 EAST 55TH ST.)	HOTEL PLAZA WHITE & GOLD SUITE
	Dorothy Dickerson will preview her Fall separates collection. By invitation. Publicity: Maud G. Moody, 347 5th Ave., LE. 2-5562.		
Tuesday June 9 12:00 Noon Luncheon	PRESS PREVIEW OF FALL COLLECTION	MARIA KRUM, INC.	41 WEST 56TH STREET SALON
	The Fall couture collection of daytime, cocktail and evening fashions, designed by Maria Krum, will be shown to the press. Publicity: Helen Galland at Maria Krum, CI. 7-3060.		
Tuesday June 9 3:30 P.M.	PRESS PREVIEW: FALL LINGERIE	PAULINE GORDON, INC.	112 MADISON AVENUE SHOWROOM-11TH FLOOR
	Pauline Gordon will present her Fall collection of bras and pettico-bras. By invitation. Publ.: Rasponi Associates, 667 Madison Ave., TE. 8-8171.		
Tuesday June 9 4:00 P.M.	PRESS PREVIEW OF FALL COLLECTION	RUDOLF GOWNS	530 SEVENTH AVENUE SHOWROOM-12TH FLOOR
	Press preview of Rudolf Gowns' Fall collection of cocktail and formal fashions. By invitation. Trade showings daily thereafter at 4:00 P.M. Publicity: Mildred Kaldor, 347 5th Ave., MU. 9-5420.		
Tuesday June 9 4:30 P.M. Cocktails	YOUNG VIEWPOINT'S "SHOW OF SHOWS"	GINSBURG & ABELSON (1400 BROADWAY)	PARK LANE HOTEL PARK AVE. AT 48TH ST.
	Ginsburg & Abelson will present their new Fall collection of Young Viewpoint Fashions, including casual, street and afternoon wear for the woman of 5'5" and under, at a cocktail party showing for the press and trade. Commentator: Betty Furness. By invitation only. Contact: Muriel Oggins at Ginsburg & Abelson, CH. 4-4131.		
Beginning Tuesday June 9	OPENING OF FALL COLLECTION	JERRY GREENWALD, INC.	1400 BROADWAY SHOWROOM-29TH FLOOR
	Jerry Greenwald, Inc. presents the Fall collection, designed by Violet Feigen. Contact: LO. 5-4850.		
Wednesday June 10 12:00 Noon	SHOWING OF FALL BLOUSE COLLECTION	ALICE STUART, INC. (525 SEVENTH AVENUE)	HOTEL PIERRE COTILLION ROOM
	Presentation of Alice Stuart's Continental-inspired blouse collection. Showing at 12:00 Noon; luncheon will follow at 1:00 P.M. By invitation only. Contact: Hazel Arnett, AL. 5-5598 (Mornings only.)		
Wednesday June 10 2:15 P.M.	PRESS PREVIEW OF FALL LINGERIE	LAROS LINGERIE	600 FIFTH AVENUE SHOWROOM-16TH FLOOR
	"Just Like Mommy's"--new lingerie and sleepwear presented by Laros, designed by Helen Hunt Bencker, featuring mother and daughter fashions for tots, girls, juniors, misses and women. By invitation only. Publicity: Terry Quimby, 152 E. 61st St., TE. 8-0671.		